
How the Office Equipment Industry Can Use The ENERGY STAR Awareness Campaign December 3, 1997



Simple Primary Message



The ENERGY STAR
is the symbol for energy
efficiency.

Secondary Messages



- ◆ Wasting energy harms the environment and costs money.
- ◆ The ENERGY STAR label can help protect the environment and save you money.

Recent New York Times Poll

(November, 1997)



- ◆ 87% said we should address global warming
- ◆ 57% believe reducing global warming gases will save money by increasing energy efficiency
- ◆ More than half are willing to buy energy-efficient appliances and insulation
- ◆ 41% said they were willing to spend to cut energy use even if payback took 5 years of lower utility bills

Individual Household: Dollar Savings



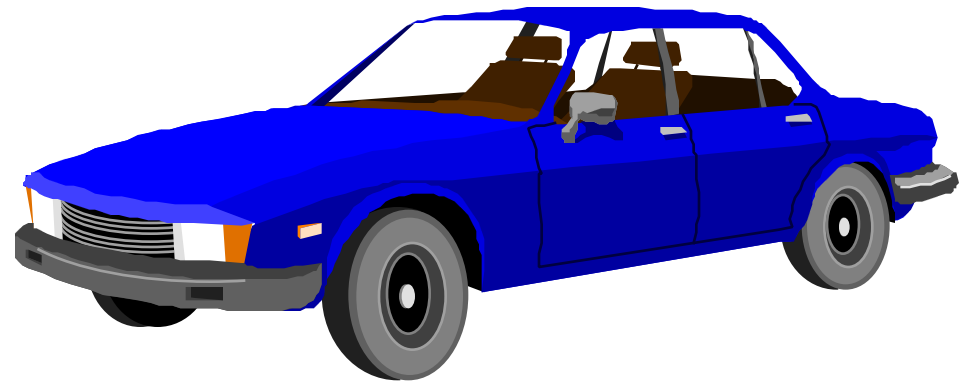
- ◆ Annual energy bill for a typical U.S. household is \$1,300
- ◆ With ENERGY STAR labeled appliances and products, the household can achieve savings of about 30% -- or \$400.



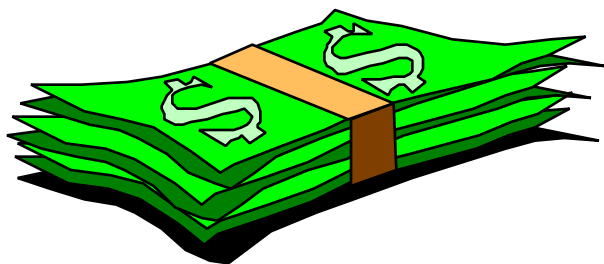
Individual Household: Environmental Benefits



- ◆ Average household pollutes more than the average car
- ◆ An ENERGY STAR equipped house can
 - cut CO₂ emissions by 70,000 lbs.
 - achieve equivalent of taking a car off the road for 7 years



Over the next 15 Years.....



If consumers and businesses buy ENERGY STAR products and appliances they can

- ◆ reduce the national energy bill by nearly \$100 billion
- ◆ achieve a pollution savings equivalent to eliminating emissions from 17 million cars each of those years

Elements of Awareness Campaign



- ◆ PSA
- ◆ Media Outreach
- ◆ Special Corporate Communications
- ◆ Endorser Activity
- ◆ Publicity by Third Parties
 - Utilities
 - NGOs

Take Brand Message to



- ◆ TV and print media in 30+ local markets which include over 50% of the American public
- ◆ National TV and print media

Local Markets-1997



◆ First Phase

- Los Angeles
- San Francisco
- San Diego
- Sacramento
- Seattle
- Las Vegas
- Phoenix
- Denver
- Portland

◆ Second Phase

- New York
- Boston
- Hartford
- Baltimore
- Pittsburgh
- Philadelphia
- Milwaukee

Local Markets-1998



◆ Third Phase

- Chicago
- Cleveland
- Columbus
- Detroit
- Minneapolis
- St. Louis

◆ Fourth Phase

- Atlanta
- Dallas
- Gainesville
- Houston
- Jupiter
- Miami
- Norfolk
- Orlando
- Richmond/Fredericksburg
- Tampa
- Washington (TBD)

Transit PSAs-1997



- ◆ San Francisco
- ◆ Los Angeles
- ◆ San Diego
- ◆ Seattle
- ◆ Denver
- ◆ Portland
- ◆ Milwaukee
- ◆ Pittsburgh
- ◆ Philadelphia
- ◆ New York
- ◆ Hartford

TV PSAs



- ◆ Played 992 times as of November 26, 1997 (mostly in Phase 1 and 2 cities)
- ◆ Ad value (conservative) as of mid-November: \$446,000
- ◆ ABC and NBC will broadcast nationally; Fox has fed by satellite
- ◆ Now delivering to Phase 3 and 4 cities and additional national networks

Transit PSAs



- ◆ On buses in 8 cities, reaching 4.6 million adults (several times) by end of November
- ◆ Will appear in 3 more cities by end of January
- ◆ Seeking transit space in about 10 more cities in 1998

Media Outreach



- ◆ Placed 80 stories in local markets as of mid-November
- ◆ Stories in lifestyle, consumer, home sections of newspapers
- ◆ Will visit 16 more cities in 1998 and place stories in national magazines

Special Corporate Promotions



- ◆ Blockbuster: Video on in-store TV, kid contest, window clings
- ◆ Montgomery Ward: PSA on Electric Avenue
- ◆ Safeway: Bags, milk cartons (in NW)
- ◆ Circuit City: PSAs on TVs, ads

Endorser Events



- ◆ Beach Boys concerts in 5 cities
- ◆ Local TV and print coverage in those cities
- ◆ National media coverage on FOX and CNN

Utility Promotions



- ◆ Bill insert language (SDG&E, PG&E, NEES utilities and others)
- ◆ On return envelopes (PG&E reaching about 4 million households)
- ◆ Ads (co-sponsored by 5 NE utilities)
- ◆ Point of purchase materials and co-promotions with retailers (CA)

“Fulfillment” Information for General Public



- ◆ *Saving with Energy Star* brochure series
- ◆ Qualifying product lists
- ◆ EPA ENERGY STAR hotlines
1-888-STAR-YES
1-888-782-7937
- ◆ Visit the ENERGY STAR web site
www.epa.gov/energystar

Why Will It Be Successful?



- ◆ PSAs: simple message; strong, creative; direct delivery to PSA directors
- ◆ Target selected markets to concentrate resources
- ◆ Target “new” media: consumer, lifestyle, home repair, entertainment, and other
- ◆ Contribution of a major advertising firm
- ◆ Public willing to hear message
- ◆ Leveraging possibilities for others

What *Could* The Public See?



- ◆ TV and print PSAs
- ◆ Transit PSAs
- ◆ Articles in newspapers and magazines
- ◆ Retailer and utility advertising
- ◆ Utility bill customer mailings
- ◆ Mentions on cable TV and radio shows
- ◆ Articles in enviro/consumer magazines
- ◆ Co-promotions

Leveraging Opportunities for Office Equipment Industry



- ◆ Put the ENERGY STAR label on products, ads, and promos
- ◆ Build on national and target market roll-out
 - Use label in advertising
 - Initiate coop product promotions w/retailers
- ◆ Provide retailer sales training
- ◆ Promote awareness of label among employees and stockholders

It's Out There For Your Use, Too!

